LEO BURNETT U.S.A.
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Ad# 353-Bl-Req# M-93318-"STRIKE IT RICH!"-Tab Page-2/C-(9 3/8" X 14")-ROP Newspapers, 1987
(F04)

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5 free per pack!

Strike it rich!

50 free per carton!

Kings & 100's
Regular and Menthol

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Kings: 10 mg "tar," 0.8 mg nicotine —
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

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